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RiverTown joins digital advertising network

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GRANDVILLE -- RiverTown Crossings mall has joined the Adspace Mail Network to provide video digital advertising on 16 screens throughout the mall.

The 8-foot-tall screens change weekly to display the 10 best sales items, as well as local and national advertising in a six-minute, continuous loop. Mall events also are highlighted.

RiverTown is one of 99 shopping malls involved in the network.